

## MOTOR CAR DEALERS SUPPORT PAGEANT

Entries Pour In for Great Parade on Night of October 28.

ROUTE RUNS SOUTH FROM 125TH STREET

Reviewing Stand Is To Be at 42d Street and Cars Will Disperse at Circle.

While the Commercial Tercentenary automobile pageant, which will take place late this month, has met with the approval of motor car dealers and as well as manufacturers and merchants generally, additional impetus was given to the Automobile Dealers' Association of New York, after careful deliberation of its regular meeting last Wednesday. The committee has half a dozen members, and the members not only co-operate, but also advise their customers to enter their cars in the various divisions.

Every mail brings entries to the headquarters of the automobile committee at the Automobile Club of America, at the Elmer Thompson, the chairman; where L. Powers, the secretary, and where staff are kept busy handling the details of preparation for the big exhibition. The committee has half a dozen members, and the members not only co-operate, but also advise their customers to enter their cars in the various divisions.

A portion of the prizes and trophies offered by the State Commission for the various divisions of the automobile pageant are being displayed in the windows of several automobile dealers on Broadway, and others are on exhibition at the Automobile Club of America. Nearly all the prizes were bought at Tiffany's.

The competition for the dealers' decorated window prize promises to be keen. Any block of the line of march is eligible to try for the trophy. It is also open to any automobile dealer, garage, accessory store or repair shop in the city, regardless of street location. All competitors in this event must have their windows decorated between the period of October 19-31 inclusive, and must register their entries at 247 West 54th st.

The line of parade for the pageant of automobiles is as follows: Start at 125th st. and Madison av., west on 125th st. to St. Nicholas av., south on St. Nicholas av. and Manhattan av. to 110th st., west to Broadway; thence south on Broadway to 100th st., west to Columbus Circle and east on 100th st. to Fifth av., to the court of honor and reviewing stand at 42d st., south to 54th st., thence west to Broadway and north to Columbus Circle, where cars will disperse.

There is no entry fee for entering any of the divisions of the automobile pageant, which include the following: Division A, Class 1, touring cars, prizes a valuation of at least \$800; Class 2, touring cars, prizes a valuation of at least \$500; Class 3, open cars, prizes a valuation of at least \$350; Class 4, dealers, prizes a valuation of at least \$350; Division A, early models, prizes to a valuation of \$175; Division B, grocers and barkeepers cars, prizes \$175; Division C, commercial cars, prizes to a valuation of \$175; Division D, merchants' fleets of cars, prizes \$175; Division E, dealers' class, prizes \$175; Division F, advertising \$225, and Division G, motorcycles, a minimum of \$100 prizes; dealers' window display, \$100 trophy.

AUTOMOBILES.

## STILL IMPORTING TIRES

Gaulois Allowed to Send All but Solid Types.

According to advice just received from France by Jean Grenier, vice-president of the Gaulois Tire Corporation, the French government, which has been in virtual control of the Gaulois factory in Clermont-Ferrand since the outbreak of the war, has decided to permit the exportation of all the company's products, with the exception of solid tires. Army quartermasters have been put in charge of the solid tire shops, and a representative of the French War Department directs the shipment of the entire output to various points indicated to him from day to day in military dispatches.

At present the consumption of Gaulois solid tires by the transportation corps of the French army is at the rate of four hundred a day. The workmen in the Gaulois shops now perform their tasks in their soldiers' fatigue uniform, and the entire plant looks like a military camp. Gaulois tires, manufactured for export, have been diverted from Havre to Marseilles, and are being shipped to New York and South America by way of the Mediterranean. Mr. Grenier assumes that the Gaulois tires in this country that they need apprehend no shortage as long as the mastery of the seas remains with the Allies.

## TAKES NEW AUTO OFFICE

F. R. Bump Now Manager of Local Studebaker Branch.

F. R. Bump, a veteran sales executive, widely known throughout the industry, has arrived in New York and has assumed the duties of manager of the local Studebaker branch, through which the big Detroit and South Bend corporation sells its product at wholesale, not only in the metropolitan district, but through all of Connecticut, a large share of New York State and most of New Jersey. Mr. Bump succeeds Hanson Robinson, who recently resigned.

The new Studebaker branch manager will devote his immediate attention to familiarizing himself with the details of his work in New York. He plans, however, to follow with a trip through the territory, in which he aims to become acquainted with the army of Studebaker dealers tributary to the New York branch.

## OLDFIELD ENTERS RACES

Veteran Intends to Compete in Exposition Contests.

Barney Oldfield, the veteran race driver, whose retirement was reported a few days ago, is said to have made the first entries for the Vanderbilt Cup and Grand Prix races to be held at the Panama-Pacific Exposition in February. Hollis E. Cooley, representing the exposition, wired this week from San Francisco to Fred J. Wagner in New York that the veteran driver had made the first entries in both of the classics. He will drive a Stutz.

Barney, who is at present in San Francisco, has been over the course, which is inside the exposition grounds, and is enthusiastic over the possibilities it offers for spectacular driving. The circuit is approximately five miles and the road is remarkably smooth.

## DIVIDEND BY APPERSON

Kokomo Concern Reports Fine Prospects for 1915.

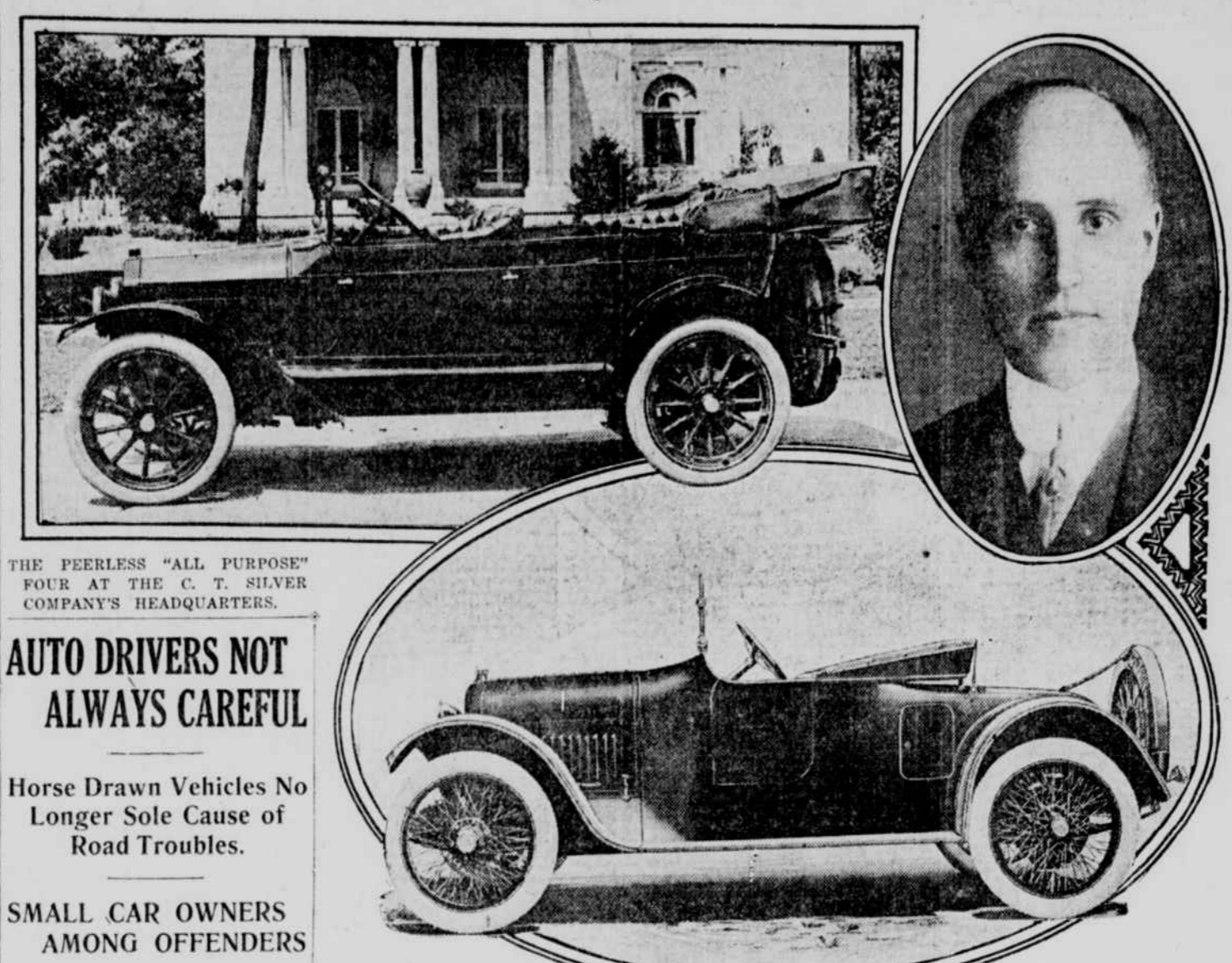
The Apperson Brothers Automobile Company, of Kokomo, Ind., at its annual meeting re-elected the following officers: Elmer Apperson, president; T. E. Jaffard, vice-president; Edgar Apperson, secretary and treasurer. The usual 10 per cent dividend was declared.

The company's prospects for 1915 are reported to be unusually bright. The two new cars recently brought out—the four and light six—are meeting with general favor. Apperson dealers have already contracted for a majority of the 1915 cars that the company will produce.

AUTOMOBILES.

## HIGH GRADE AUTOMOBILES OF MEDIUM PRICE

THAT HAVE JUST APPEARED IN LOCAL SALESROOMS



THE PEERLESS "ALL PURPOSE" FOUR AT THE C. T. SILVER COMPANY'S HEADQUARTERS.

## AUTO DRIVERS NOT ALWAYS CAREFUL

Horse Drawn Vehicles No Longer Sole Cause of Road Troubles.

## SMALL CAR OWNERS AMONG OFFENDERS

Holding Centre of Highway and Raising Dust Clouds Are Common Causes of Annoyance.

By MITCHELL MAY, Secretary of State. A natural corollary to the growth of motoring and the presence of cars upon the road in greater force than that of horse-drawn vehicles is the fact that the automobilist has frequent cause for complaint against his own kind.

At one time every driver of a motor car regarded other drivers as fellow victims of prejudice and oppression, and, on the road itself, anticipated the possibilities of trouble from horse drivers generally, but never from fellow motorists.

There are now, however, nearly two hundred thousand drivers of motor cars in New York State, not to consider the thousands touring through the state. The great majority of these, it is not too much to assert, are skilled and considerate; the minority causes mischief.

In dry weather the automobilist who does not slow down when meeting or overtaking pedestrians or horse-drawn vehicles will be equally likely to envelop in his dust cloud any other car. But the peculiar type of driver who understands neither the manners nor the skill of driving as an art.

An underlying error, nevertheless, which is common to the complaints of nearly all, is that of assuming that this class of person is invariably the driver of a big and powerful car. Speed at the wrong time and place may be displayed by large and small cars alike. But the peculiar form of inconsideration which has recently been criticized is that of not making way for other cars on roads lacking width. Some operators will drive an approaching car into the gutter in a manner which betokens either utter callousness or sheer mental incapacity to grasp the requirements of the occasion.

The offence is not invariably to be ascribed to the big car nor the little car, regarded as incapable of offending. The driver of a small machine is frequently handling his first motor car, and has much to learn accordingly, far from his being the humble victim of lordly tyranny on the part of drivers of large cars.

Nearly every motorist has known what it means to be forced occasionally into the gutter, even after slowing down, and steering aside some fifty yards away, by two small cars encountered in succession. Instead of following suit and yielding a fair show of the highway, the driver of each little car in turn kept right to the center of the road, at a point in each case when it was narrow. This may have been indifference, but more probably was lack of skill.

## TOPS FOR TOURING CARS

Hupmobile Innovation Promises To Be Popular.

M. F. Murphy, secretary of C. E. Riess & Co., distributors of Hupmobiles, has just returned from a trip to Detroit, bringing details of two new tops by which Hupmobile touring cars will enjoy all the advantages of a closed car for winter use. These tops are easily attached and are finished as completely as if they were a permanent part of the car.

The innovation, it is expected, will prove very acceptable to the army of Hupmobile owners who want to use their cars or winter driving without discomfort.

## TIRES - GASOLINE SERVICE STATIONS

REPAIRS - SUPPLIES.

IMOUSINE AND LANDAUET BODIES for sale. Upholstering, general repairs, body building. Universal Auto Painting Co., 245 W. 54th St., 5th floor.

WAGNER SPECIALTY CO. 192 W. 4th St. Service station for Ward-Leonard, Ruston, Dymco, Diney, Wagner, North East Electric devices.

TIRES. WE SELL GOOD TIRES—Write for our price list. HENCKELS TIRE & RUBBER CO., 1675 B'way.

GARAGES. New Metropolitan Garage, 351-355 West 53d St., Cor. 38th; reduced rates on storage and supplies to new patrons.

AUTO REPAIRERS AND LAMPS. Columbia Lamp Works, 211-215 W. 47th St. Between 45th and 49th. Radiators repaired. Manufacturers of any style glass Fenders and

MOTOR WANTS. A BARON 1910 600, elegant 4 passenger (late model) foreword touring car, easy on shoes and gas (electric system), thoroughly perfect condition, demonstration given; equal to new, worth double. PRIVATE STABLE, 148 East 39th st., near Lexington ave.

BEAUTIFUL pair bear rug, elegant fur lined overcoat, champagne fur for coat, cash offers refused. PRIVATE STABLE, 148 East 39th st.

Upper—F. R. Bung, who has just assumed charge of the New York Studebaker branch.

Lower—Moline-Knight runabout shown by the Minerva Motor Company.

## MOLINE CHANGES HANDS

To Be Handled Here by the Minerva Company.

What is expected to prove an important move in furthering the vogue of Knight motored cars was made here during the week when the Minerva Motors Company took over the sale of Moline-Knight cars, the product of the Moline Automobile Company, of East Moline, Ill. It was a Moline motor that made the world's record non-stop run of 337 hours at the Automobile Club of America last winter.

The Minerva company has heretofore sold the car of that name built in Antwerp, importations of which ceased with the beginning of the war. The factory, in fact, was destroyed in the bombardment of Antwerp a few days ago. Fred W. Sewell, president, and Howard S. Hamilton, sales manager, of the local company, consider the Moline the logical American Knight motored to offer to Minerva admirers.

The Minerva Motors Company has moved to the large salesroom formerly occupied by the Thomas Motor Car Company, at 1896 Broadway, southeast corner of 63d st., one of the best locations on automobile row. The company has an unusually large territory, including the metropolitan district, Long Island, New York State as far north as Poughkeepsie, Northern New Jersey and Western Connecticut.

## A. C. A. Issues Year Book.

The year book for 1914 of the Automobile Club of America has just been distributed by Elmer Thompson, secretary of the big organization. At the present time the total membership of the A. C. A. is 2,102, divided as follows: Honorary, 42; life, 32; resident, 1,533; non-resident, 436; resident women, 23; non-resident women, 4; Motor Boat Club of America, 42.

## Planning 900-Mile Road Race.

San Diego, Cal., Oct. 17.—Application for a sanction to hold a 900-mile Pan-American Exposition road race, between El Paso, Texas, and this city, has been made to the contest board of the American Automobile Association by the San Diego Automobile Racing Association, which guarantees to furnish a \$10,000 purse for the contest. It is planned to have the race start in El Paso some time during January or February of next year.

## News and Gossip of the Amateur Athletes

Appointment of Rosenberger Stirs Up Feeling Among the 13th Regiment Men.

By ABEL R. KIVIAI.

There is quite a mix-up in 13th Regiment athletic circles over the appointment of Jim Rosenberger as athletic director in place of Lawson Robertson. Among the athletes of the regiment two factions have arisen, three-fourths of the boys siding for Robertson and the remainder for Loser. Most of the boys throughout the regiment contend that the former didn't get a fair show to land the job. There has been some talk of not competing for the regiment under the present conditions.

On Tuesday the 13th Regiment will hold its first set of members' games, which, if successful, will be held each month following. No entry fee will be charged, and valuable prizes, insignias of the regiment, will be awarded to first, second and third place men. The events are 100 and 200 yards, handicap, 100, 200 and 400 yards, the last being open to novices only. The date for the annual fall regimental games is Saturday, November 21, and the events will be announced in a few days.

President Rubien of the Metropolitan Association, A. A. U., announces the following dates: November 14, junior Metropolitan "cross-country" championship, at Van Cortlandt Park; Metropolitan Association championship twenty-five mile walk, at 22d Regiment, November 21, senior Metropolitan Association "cross-country" championship, at Prospect Park. December 3, junior National A. A. U. "cross-country" championship, at Van Cortlandt Park. December 12, senior National A. A. U. "cross-country" championship, at Prospect Park. December 22, Father Mathew T. A. B. games, at Newark, N. J. January 1, Hollywood A. A. road race, at Yonkers. January 9, Xavier A. A. games, at 22d Regiment. January 14, Millrose A. A. games, Madison Square Garden.

## Banker Gives Credit to Automobile Industry

William Livingstone Tells Other Financiers That for Twelve Years There Has Been Steady Growth.

Worthy recognition of the automobile industry was furnished at the annual meeting of the American Bankers' Association at Richmond, Va., on Thursday, when the delegates listened to an address by William Livingstone, president of the Dime Savings Bank, of Detroit, on "Twelve Years of Continued Progress. The True Status of the Automobile Industry."

On this occasion, for the first time at one of these bankers' gatherings, there were favorable words for the motor car, its builders and its users. There were more than 2,000 bankers from practically every state at the meeting. In his address Mr. Livingstone, a former president of the American Bankers' Association, showed that for twelve years there had been no backward step taken by the automobile industry, it supplying a greater volume of business each year.

He showed that there were more than 435,000 cars sold during the year ended June 30, and that even in depressed times there had been continued buying of motor cars, supplying proof that it is a growing necessity of our modern civilization.

Bankers had fostered a growing industry through co-operation with manufacturers and dealers, and he explained in detail the method of making and marketing cars. Not alone did he indicate the future fields for the motor car and the possibility of increased sales both here and abroad.

Automobile makers declare that the best feature of the industry was the statement that the automobile was now among the necessities of the country and could no longer be considered in the class of luxuries.

Among the interesting figures brought out by the Detroit banker was the fact that there are 1,400,000 cars in use in this country, with an approximate figure of 450,000 cars as a production for

## No Break in Ford Gains.

The Ford Motor Company announces that in the month of September there were sold and delivered 21,976 Ford cars. This was a gain of 11,479 cars over September, 1913. This is significant, not only because it shows that the Ford production is rapidly being increased to meet the stupendous influx of orders, but also because it demonstrates that the company is maintaining the 300,000 car schedule necessary to give its customers before August 1, 1914, and August 1, 1915, a share of Ford profits.

## Needless Troubles

Rim-cuts are utterly needless. No-Rim-Cut tires prohibit them by a method which we control.

Blow-outs—those countless blow-outs due to wrinkled fabric—are avoided by our exclusive "On-Air" cure. It costs us \$1500 daily.

Loose treads are combated—reduced 60 per cent—by the large rubber rivets we alone create.

Punctures and

The Canadian A. A. U. officials have been for the last week considering the proposition of holding their annual championships again. They were to have been held on August 19, but were put off indefinitely on account of the war. Now they expect to hold them either on October 23 or 25. Many of the New York athletes made the trip to Montreal for the games in September, but it is doubtful if they would care to compete in October, when the weather probably would be bad.

Platt Adams, America's greatest standing high and broad jumper, is now trying a new field, selling all kinds of sporting goods and supplies. He is making a specialty of equipment for schools in and around New York City. His many friends on and off the athletic field wish him success.

The Mohawk Athletic Club will hold its first annual road race, closed to the members, today. It is to be a four-mile handicap, starting and finishing at 161st st. and the Concourse. With Biddle, Roth and Carson starting from scratch and allowing handicaps up to 4 minutes, it will have the appearance of a regular open A. A. U. race.

## British Makers Abandon Annual Motor Car Show

Its Revival Next Spring Depends on Duration of War-American Competition Feared.

After a careful and deliberate consideration of the whole matter, the British Society of Motor Manufacturers and Traders has decided not to hold its annual show in Olympia in November. This does not necessarily imply that there will be no Olympia show until November, 1915, but simply that the fixture already announced has been abandoned.

Whether it may or may not be organized in the early months of 1915 depends, it is believed, on the course of events on the Continent. Should the war take any definite or decisive trend, such as would justify the society in considering that a return to the normal life of the country was imminent, no doubt a spring show in 1915 would be arranged, for the stimulating and steadying effect of the Olympia exhibition on the motoring movement has been too evident to be lightly resigned.

At the present time, however, there is little hope of such a consummation, as all the portents point to a long, exhausting conflict. Other industrial exhibitions of a similar character are being abandoned.

If it should be possible to hold a spring exhibition it appears likely that it will be a composite affair, including both the constituents of the motor car and motorcycle shows of the past, as the Motorcycle Manufacturers' Union has also decided to abandon its November Olympia exhibition and to wait for brighter and happier auspices.

These decisions will have a considerable influence on the developments in British design for 1915. To a considerable extent, too, we expect alterations that have not actually been decided upon because demanded by the public or necessary to keep in line with trade rivals.

Very probably a considerable number of manufacturers will continue their 1914 designs, with the new necessary additions of an engine-starting and electric lighting equipment forming part of the chassis design, and not merely a supplementary addition on demand. It is obvious that the American motor trade regards the paralysis of the motor car industries of Europe caused by the war as offering it a good opportunity to secure a firm, and it may be a permanent, foothold in all the countries of the Old World. American makers will be ready on the first indication of trade recovery abroad to invade the markets of the United Kingdom, France, Germany, Austria and Russia with vehicles the prices of which the financial straits caused by the war will render particularly attractive.

## A SPEED OLDSMOBILE

Latest Product of Lansing Factory Is Shown Here.

Together with a ten carload shipment of new "light four" models received this week from the Lansing factory by C. H. Larson, of the Oldsmobile Company, there has been placed on exhibition in the local showrooms a consignment of special speed roadsters.

"This speedster, which is equipped with Delco starting, lighting and ignition system," says Mr. Larson, "has a low centre of gravity, perhaps the lowest of any car on the market in its class, yet with sufficient clearance for all kinds of touring. This is brought about through the use of long underslung springs and frame design, which enables it to hug the ground. The special body is finished in Circassian walnut."

## Desert Race for Motorcycles.

The date set for the start of the second San Diego-Phoenix motorcycle road race is November 6. Last year's battle was a close one, with the winner, a test of machine and rider ever made in this country. On this account the winner of the event, Paul J. C. Derkum, was chosen to represent the United States in the international races on the Isle of Man and in the 500-mile event at Dodge City, Iowa. It is predicted that Derkum's time of 15 hours and 4 minutes will be considerably lowered this year. The course covers about three hundred miles, a large part of the distance being trackless sand.

## But Few Ideas Presented to Tire Companies Are Good.

Naturally a company as conspicuous in industry as the Goodyear is a target for inventors of high and low degree. Of the extent of the experimental department of the company is to handle, pass upon and dispose of the thousands of suggestions that are presented, and all of which, their inventors believe, will revolutionize the tire business.

Letters and suggestions from inventors and others average three or four a day, all the year round. They come from all parts of the country and from foreign lands as well. That "great minds run in the same channel" is proved by the fact that fully 25 per cent of the letters conveying suggestions of value are not new.

Of all the propositions presented, 55 per cent have been found to be utterly worthless. Four and a half per cent of the ideas tried out fail to make good, and those actually accepted amount to only one-half of 1 per cent.

"The high percentage of worthless ideas," explains E. R. Hall, head of the department, "is explained by the fact that most of them come from persons of little experience or technical knowledge of the subject. However, that is no reason in itself for rejecting them."

"Sometimes such a person, having a broad perspective, rather than an intimate knowledge, may hit upon very valuable ideas—which the trained expert may entirely overlook. This department gives every idea sent in equally careful consideration, and in judging the merits of a device we avoid the expression of personal opinion, but get the facts of the case from the best authorities available."

## A "NEW BEAUTY" FOR YOU

FULLY EQUIPPED NEW MODEL WITH DELCO STARTING & LIGHTING SYSTEM

OLD SMOBILE LIGHT "FOUR" \$1,285

WITH distinctive individuality for YOU PERSONALLY. ALLY. THE RARE BEAUTY of this car CHALLENGES ADMIRATION. Best of all, we give YOUR PERSONAL CAR a special individuality to meet your own good taste and to distinguish YOUR car from every other owner's car.

However, that's a feature that we prefer to take up with you personally.

OLD SMOBILE CO. OF N. Y., 225-227 W. 58th St. NEAR B'WAY.

## Minerva Motors Co Secures Moline-Knight

Desirous of representing a lower priced, high grade sleeve valve type of motor car to sell in conjunction with the Minerva, after a thorough investigation we have selected the \$2500 Moline-Knight as best adapted for our high class trade.

The Moline-Knight sleeve valve type of engine represents today the greatest real substantial progress in motor car construction. It is individually distinctive, a powerful, reliable, silent car—engineered with surpassing skill—built with great care and finished in a high class manner.

The Moline-Knight is guaranteed 50 horsepower, 128-inch wheelbase, four speed transmission, spiral bevel gear rear axle, 36 x 4 1/2-inch tires. Bosch plugs and ignition, Wagner electric starter, left hand drive, center control, power tire pump and other up-to-the-minute conveniences.

New series now on exhibition A demonstration will convince you

Minerva Motors Company 1896 Broadway, S. E. Corner 63rd St.



## This Sturdy Tire Protects Hundreds of Thousands Now

Bear that in mind when you suffer avoidable troubles. Some 400,000 men—or more—find their protection in Goodyear tires.

Men have tried out more than four million Goodyears, under all conditions. And these tires—by their proved supremacy—by their matchless quality, forever maintained—have come to outsell any other.

skidding are best met by our double-thick All-Weather tread.

Men Must Yield

Men who want safety, sturdiness, freedom from troubles must yield to these inducements.

Goodyears are more than mere quality tires. We directly combat—in exclusive ways—the four chief causes of tire ruin. In the four ways cited we save millions of needless stops.

Facts known to so many will sometime be proved to you. Sometime you will test these superlative tires, then adopt them.

Now—when winter is coming—get them with All-Weather treads. You never saw an anti-skid so sharp, so tough, so enduring, so resistless.

Any dealer can supply you Goodyear tires. If the wanted size is not in stock he will telephone our local branch.

GOOD YEAR AKRON, OHIO No-Rim-Cut Tires With All-Weather Treads or Smooth